



15992 U.S. PTO

010804

PTO/SB/05 (08-03)

Approved for use through 07/31/2006. OMB 0651-0032

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UTILITY
PATENT APPLICATION
TRANSMITTAL

(Only for new nonprovisional applications under 37 CFR 1.53(b))

Attorney Docket No.	4210.001
First Inventor	Craig Rosefelt
Title	S&M INTERNET ADVERTISING
Express Mail Label No.	ET254494035US

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

ADDRESS TO:

Mail Stop Patent Application
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

1. ☒ Fee Transmittal Form (e.g., PTO/SB/17)
(Submit an original and a duplicate for fee processing)
2. ☒ Applicant claims small entity status.
See 37 CFR 1.27.
3. ☒ Specification [Total Pages]
(preferred arrangement set forth below)
 - Descriptive title of the invention
 - Cross Reference to Related Applications
 - Statement Regarding Fed sponsored R & D
 - Reference to sequence listing, a table, or a computer program listing appendix
 - Background of the Invention
 - Brief Summary of the Invention
 - Brief Description of the Drawings (if filed)
 - Detailed Description
 - Claim(s)
 - Abstract of the Disclosure
4. ☒ Drawing(s) (35 U.S.C. 113) [Total Sheets 8]
5. Oath or Declaration [Total Sheets 4]
 - a. ☒ Newly executed (original or copy)
 - b. ☐ Copy from a prior application (37 CFR 1.63(d))
(for continuation/divisional with Box 18 completed)
 - i. ☐ DELETION OF INVENTOR(S)
Signed statement attached deleting inventor(s)
name in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
6. ☐ Application Data Sheet. See 37 CFR 1.76

7. ☐ CD-ROM or CD-R in duplicate, large table or Computer Program (Appendix)
8. Nucleotide and/or Amino Acid Sequence Submission (if applicable, all necessary)
 - a. ☐ Computer Readable Form (CRF)
 - b. Specification Sequence Listing on:
 - i. ☐ CD-ROM or CD-R (2 copies); or
 - ii. ☐ Paper
 - c. ☐ Statements verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

9. ☐ Assignment Papers (cover sheet & document(s))
10. ☐ 37 CFR 3.73(b) Statement (when there is an assignee) ☐ Power of Attorney
11. ☐ English Translation Document (if applicable)
12. ☐ Information Disclosure Statement (IDS)/PTO-1449 ☐ Copies of IDS Citations
13. ☐ Preliminary Amendment
14. ☒ Return Receipt Postcard (MPEP 503) (Should be specifically itemized)
15. ☐ Certified Copy of Priority Document(s) (if foreign priority is claimed)
16. ☐ Nonpublication Request under 35 U.S.C. 122 (b)(2)(B)(i). Applicant must attach form PTO/SB/35 or its equivalent.
17. ☐ Other:

18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in the first sentence of the specification following the title, or in an Application Data Sheet under 37 CFR 1.76:

☐ Continuation ☐ Divisional ☐ Continuation-in-part (CIP) of prior application No.:

Prior application information:

Examiner:

Art Unit:

For CONTINUATION OF DIVISIONAL APPS only; The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

19. CORRESPONDENCE ADDRESS

☒ Customer Number: 32,123 OR ☐ Correspondence address below

Name

Address

City

State

Zip Code

Country

Telephone

Fax

Name (Print/Type)

Lisa A. Brzycki

Registration No. (Attorney/Agent)

40,926

Signature

Lisa A. Brzycki

Date

1/8/03

This collection of information is required by 37 CFR 1.53(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

31355 U.S. PTO
10/753579

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FEE TRANSMITTAL for FY 2004

Effective 10/01/2003. Patent fees are subject to annual revision.

<input checked="" type="checkbox"/> Applicant Claims small entity status. See 37 CFR 1.27		Complete if Known	
TOTAL AMOUNT OF PAYMENT		Application Number	
(\$)		Filing Date	
385.00		First Named Inventor	Craig Rosefelt
		Examiner Name	
		Group Art Unit	
		Attorney Docket No.	4210.001

METHOD OF PAYMENT (check all that apply)		FEE CALCULATION (continued)					
<input type="checkbox"/> Check <input type="checkbox"/> Credit card <input type="checkbox"/> Money Order <input type="checkbox"/> Other <input type="checkbox"/> None		3. ADDITIONAL FEES					
<input checked="" type="checkbox"/> Deposit Account		Large Entity Small Entity					
Deposit Account Number: 50-2241		Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description	Fee Paid
Deposit Account Name: Gehrke & Associates, S.C.		1051	130	2051	65	Surcharge - late filing fee or oath	
The Commissioner is authorized to: (check all that apply)		1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet	
<input checked="" type="checkbox"/> Charge fee(s) indicated below <input checked="" type="checkbox"/> Credit any overpayments		1053	130	1053	130	Non-English specification	
<input checked="" type="checkbox"/> Charge any additional fee(s) during the pendency of this application		1812	2,520	1812	2,520	For filing a request for <i>ex parte</i> reexamination	
<input type="checkbox"/> Charge fee(s) indicated below, except for the filing fee		1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
to the above-identified deposit account.		1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	
FEE CALCULATION		1251	110	2251	55	Extension for reply within first month	
1. BASIC FILING FEE		1252	420	2252	210	Extension for reply within second month	
Large Entity	Small Entity	1253	950	2253	475	Extension for reply within third month	
Fee Code	Fee (\$)	1254	1,480	2254	740	Extension for reply within fourth month	
1001	770	1255	2,010	2255	1,005	Extension for reply within fifth month	
1002	340	1401	330	2401	165	Notice of Appeal	
1003	530	1402	330	2402	165	Filing a brief in support of an appeal	
1004	770	1403	290	2403	145	Request for oral hearing	
1005	160	1451	1,510	1451	1,510	Petition to institute a public use proceeding	
SUBTOTAL (1) (\$)		1452	110	2452	55	Petition to revive - unavoidable	
385.00		1453	1,330	2453	665	Petition to revive - unintentional	
2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE		1501	1,330	2501	665	Utility issue fee (or reissue)	
Total Claims	Extra Claims	1502	480	2502	240	Design issue fee	
Independent	-20**=	1503	640	2503	320	Plant issue fee	
Claims	-3**=	1460	130	1460	130	Petitions to the Commissioner	
Multiple Dependent		1807	50	1807	50	Processing fee under 37 CFR 1.17(q)	
Large Entity	Small Entity	1806	180	1806	180	Submission of Information Disclosure Stmt	
Fee Code	Fee (\$)	8021	40	8021	40	Recording each patent assignment per property (times number of properties)	
1202	18	1809	770	2809	385	Filing a submission after final rejection (37 CFR § 1.129(a))	
1201	86	1810	770	2810	385	For each additional invention to be examined (37 CFR § 1.129(b))	
1203	280	1801	770	2801	385	Request for Continued Examination (RCE)	
1204	86	1802	900	1802	900	Request for expedited examination of a design application	
1205	18	Other fee (specify)					
SUBTOTAL (2) (\$)		*Reduced by Basic Filing Fee Paid		SUBTOTAL (3)		(\$)	
0							
** or number previously paid, if greater; For Reissues, see above							

SUBMITTED BY		Complete (if applicable)	
Name (Print/Type)	Lisa A. Brzycki	Registration No. (Attorney/Agent)	40,926
Signature	<i>Lisa Brzycki</i>	Telephone	(414) 774-0874
		Date	11/8/03

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain and retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

GEHRKE & ASSOCIATES, S.C.

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January 8, 2004

Mail Stop PATENT APPLICATION
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Re: UTILITY PATENT APPLICATION TRANSMITTAL UNDER 37 C.F.R. § 1.53(b)
Inventors: Craig Rosefelt, Shari Rosefelt and Marge Maliborski
Title: SYSTEM AND METHOD OF INTERNET ADVERTISING
Attorney Docket No.: 4210.001

Dear Sir:

Enclosed for filing of the above-identified patent application please find a Utility Patent Application Transmittal and Fee Transmittal Form. The application includes 62 pages of specification, 8 sheets of drawings, and an executed 4-page Declaration. Applicant is a small entity within the meaning of 37 CFR §§ 1.9 and 1.27 and hereby claims small entity status.

Please charge the required government filing fee by a small entity in the amount of \$385 to Deposit Account No. 50-2241. The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment, in conjunction with this or any future communication related to the above-identified patent application, to Deposit Account No. 50-2241.

Respectfully submitted,

Lisa Brzycki
Lisa A. Brzycki
Registration No. 40,926

PTO Customer No. 32,123

Certification Under 37 CFR 1.10

Express Mail Label No: ET254494035US

Date of Deposit: January 8, 2004

I hereby certify that this paper or fee is being deposited with the United States Postal Service in "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Lisa Brzycki

Lisa A. Brzycki